

Strategic Branded Awareness Updates

by **WUSATA**



e-News Update March 2004

Branded Team Travels

Alexa and Sheralyn will be traveling to Anaheim for Natural & Organic Product Expo from March 3-5 to meet with Branded companies, host one-hour "meet & greet", and attend international buyers reception and marketing workshops. Companies interested in meeting with us should e-mail sheralyn@wusata.org for an invitation to the Branded Breakfast to be held at 8:30 am Friday, March 5.

From April 20-23 Alexa Hamilton will visit with Branded Participants exhibiting at the Food & Hotel Asia show in Singapore. Companies interested in arranging an appointment with Alexa should contact her at alexa@wusata.org

Save the Date!

Remember to save one of the following dates for the upcoming Branded Program Seminars for next program year.

April 27 – City of Vernon, CA
April 29 – Salt Lake City, UT
May 13 – Oakland, CA
May 25 – Seattle, WA

Look for announcements as additional locations are confirmed. If you have any questions on the seminars contact Sheralyn at sheralyn@wusata.org.

Program Issues

Recently some branded participants have submitted claims that were somewhat questionable in terms of documentation. Please note that the Branded Program is a Federally audited program, and any claim that has the appearance of being altered or modified will not be paid by WUSATA staff. Remember that the company holding the MAP Agreement with

WUSATA is ultimately responsible for any audit finding that may occur, even if the finding is the result of inadequate foreign-third-party documentation.

Bonus Claim Update

WUSATA finalized the last on-time MAP claim for 2002-2003 in early February, and was able to process a few 2002-2003 bonus claims. All companies receiving a bonus claim were contacted in mid-February. Only companies that did not receive their full request were contacted.

New Staff Need Training?

WUSATA has updated the Branded Program Claim Game. If you have a new employee on board who would like to be trained on the "do's and don'ts" of MAP reimbursement issues, this is a quick and easy way to receive hands-on training. If you would like to receive a Claim Game, please contact ann@wusata.org.

'Tis the season to add a country market!

As we approach the midway point in the 2003-2004 Program Year, many Branded Program participants realize they need to adjust their marketing plan. WUSATA does not need to be advised if a country market is dropped, but we do need notification should you need to add a country market. Please complete the Country Marketing Plan Amendment form on the WUSATA web site, and send it to us along with an explanation of which market allocation will decrease in order to accommodate the new marketing plan. Following is a link to all of the major program-related forms: <http://www.wusata.org/services/branded/2003forms.html>

WUSATA, or the Western U.S. Agricultural Trade Association, is an organization composed of 13 western state agricultural promotion agencies that promote the export of western food and agricultural products. We hope you find WUSATA's E-Mail Updates to be informative and useful! If you received this message as a forward and would like to be added to our distribution list, just drop a note to sheralyn@wusata.org. If you prefer to receive the non-enhanced version of this e-mail update send us a message to sheralyn@wusata.org and we will send you a text format version. WUSATA prohibits discrimination in employment and services. Persons with disabilities who require alternate means for communication of program information or to request our full non-discrimination policy, please contact WUSATA (360/693.3373).